

Prepared Meals - Brazil - March 2013

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“Prepared meals are not considered by Brazilians as an option for frequent consumption. Strategies that target low-income consumers can support sales growth. Meanwhile, given the still low usage, new product launches focused on flavor, indulgence, and competitive prices are best placed to attract consumers.”
– Jean Manuel Gonçalves da Silva, Senior Food Analyst

In this report we answer the key questions:

- What are the reasons behind the low frequency of consumption of prepared meals in Brazil?
- What is the relation of Brazilians with homemade meals and what does this mean for opportunities in the prepared meals category?
- What strategies can engage the most active prepared meal users, such as younger people and consumers who live on their own?
- Can “healthy” claim strategies help to increase consumption in the category?
- What strategies can be used to encourage higher consumption among lower Socio-economic groups?

Despite prepared meals being used by 80% of consumers, they are not considered by Brazilians as an option for frequent consumption. Their price is high; they can cost twice or even three times more than homemade meals. In addition, Brazilians, in general, appreciate meals made at home, from scratch.

Young consumers and consumers living on their own are two niche consumer groups with great potential, as they value convenience and speed when it comes to food preparation.

Strategies that target low-income consumers, such as innovations in ready-to-cook products and family-size options, can support sales growth. Meanwhile, given the still low usage, new product launches focused on flavor, indulgence, and competitive prices are best placed to attract consumers, while healthy claims look set to remain a minor consideration in the short term.”

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